PRELIMINARY REPORT
SURVEY OF N.B. POTATO CONSUMERS

Introduction

Surveys were sent to 1010 New Brunswick potato consumers. Of the surveys mailed out six surveys were duplicates, where the same household received more than one copy of the survey and thirteen were returned to sender for incorrect or incomplete address information. This resulted in a total sample of 991 potato consumers, of which 504 or 51% returned completed surveys.

Results

Question 1 - In which New Brunswick county do you live?

Population Distribution of the Sample

County	Results	
	Sample	1986 Census
No Response	3%	0%
Albert	3%	3%
Carleton	2%	4%
Charlotte	2%	4%
Gloucester	13%	12%
Kent	4%	4%
Kings	6%	8%
Madawaska	3%	5%
Northumberland	4%	7%
Queens	1%	2%
Restigouche	6%	6%
Saint John	10%	12%
Sunbury	4%	3%
Victoria	3%	3%
Westmorland	20%	16%
York	16%	11%

Question 2 - When you buy potatoes, which of the following characteristics is the most important in you buying decision?

a) Fewest bruises	28%
b) Best size and shape	39%
c) Best taste	44%
d) Lowest price	22%
e) Brand	14%
f) Other (Please specify)	10%

Some of the responses under other were:

Washed	3%
Variety	2%
Freshness	1%
Firmness	1%
New potatoes	1%
N.B. Grown	1%
Clear bag	1%

Some of the responses that received less than one percent were don't buy sunburned potatoes, want disease free potatoes, bag size and grown own.

The percentages do not add to 100% because many of the respondents chose more one response. It was originally intended that each person only choose one response but this did not happen. The number of responses for each still shows the relative importance of each of the characteristics.

Question 3.a) - In general would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the quality of potatoes available for you to buy?

a) Very satisfied	28%
b) Somewhat satisfied	52%
c) Don't know	1%
d) Somewhat dissatisfied	16%
e) Very dissatisfied	4%

Question 3.b) - If you stated that you are dissatisfied with the quality of potatoes available to you, why are you dissatisfied?

The 16% of the total sample that said they were somewhat dissatisfied gave the following reasons for being dissatisfied.

Poor grading	53%
Disease and rot	48%
Dirty potatoes	7%
Poor taste	7%
Texture when cooked	6%
Can't see when buying	6%
Improper care in storage and stores	4%
Wet in bags	4%
Firmness	1%
Lack of choice	1%
Poor labelling	1%
Inconvenient display	1%
No response	2%

The 4% of the total sample that said they were very dissatisfied gave the following reasons for being dissatisfied.

Poor grading	67%
Disease and rot	50%
Texture when cooked	11%
Improper care in storage and stores	6%
Dirty potatoes	6%
Wet in bag	6%
Poor taste	6%
N.B. not available	6%
No response	11%

Question 4 - Before the "Buy N.B. Potatoes - Fly To Barbados" contest, which type of potatoes did you buy most often?

a) New Brunswick potatoes	55%
b) P.E.I. potatoes	8%
c) Combination of (a) & (b)	36%
d) Other areas	1%
e) Don't Know	0%

Question 5 - How many bags of New Brunswick potatoes did you buy that contained contest entry forms?

a) One	22%
b) Two	23%
c) Three	16%
d) Four	11%
e) More than four	17%
d) Don't know	11%

Question 6.a) - Have you continued to buy New Brunswick potatoes since the contest ended?

a) Yes	90%
b) No	4%
c) Don't know	3%
Sometimes	3%

Question 6.b) - If you have not why are you not buying New Brunswick potatoes?

Poor quality	33%
Prefer P.E.I.	23%
Disease and rot	11%
Buy best looking product regardless of origin	11%
N.B. not available	6%
Dirty potatoes	6%

Question 7 - If it was your job to increase the sales of New Brunswick potatoes, what (if anything) would you change about the potatoes available in your local store?

Use clear bags or mesh inserts	18%
Offer bakers and label as so	10%
In store demos	6%
Use bulk displays in stores	6%
Distinctively label bags	6%
Random store checks for grading	6%
Offer guarantee	5%
More contests/incentives	4%
Improved quality - sizing, bruising & rot	3%
Better in store displays	2%
Organically grown product	2%
Lower price/under P.E.I.	2%
Improve freshness	1%
Wash potatoes	1%
Don't use plastic	1%
Stabilize price	1%
Better storage to maintain product	1%
No response	16%

The following responses were given by less than one percent of the total sample:

Offer more varieties
More/better ads
Encourage stores to carry only N.B. potatoes
List nutrient value
More choice in bag size
Communication with store managers

Question 8 - Altogether, how many people live in your household?

One	6%
Two	28%
Three	26%
Four	24%
Five	12%
More than five	5%

Question 9 - Which language is spoken in your home most often?

a) French	28%
b) English	64%
c) Bilingual aLways	8%

Question 10 - What was the last grade in school that you completed?

a) Some high school	20%
b) High school graduate	29%
c) Vocational & technical school	18%
d) Some university	13%
e) University graduation	18%
f) Don't know	2%

Question 11 - Would you please circle the choice below that best describes your approximate family income?

a) Less than $15,000	10%
b) $15-$20,000	15%
c) $20-$25,000	11%
d) $25-$30,000	15%
e) $30-$35,000	12%
f) More than $35,000	33%

Version francaise au verso.

SURVEY OF NEW BRUNSWICK POTATO CONSUMERS

Please complete the following questions by either writing your answer in the space provided or circling your chosen answer for the multiple-choice questions.

1. In which New Brunswick county do you live? _____

2. When you buy potatoes, which of the following characteristics is most important in your buying decision?

   a) Fewest Bruises
   b) Best Size and Shape
   c) Best Taste
   d) Lowest Price
   e) Brand
   f) Other (Please specify) _____

3.a) In general, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the overall quality of potatoes available for you to buy?

Very Satisfied (a) | Somewhat Satisfied (b) | Don't Know (c)

Somewhat Dissatisfied (d) | Very Dissatisfied (e)

b) If you stated you are dissatisfied with the quality of potatoes available to you, why are you dissatisfied?

4. Before the "Buy N. B. Potatoes - Fly to Barbados" contest, which type of potatoes did you buy most often?

   a) New Brunswick potatoes
   b) P.E.I. potatoes
   c) Combination of (a) and (b)
   d) Other areas (Where ?) _____
   e) Don't know

5. How many bags of New Brunswick potatoes did you buy that contained contest entry forms?

   a) one
   b) two
   c) three
   d) four
   e) more than four
   f) don't know

6.a) Have you continued to buy New Brunswick potatoes since the contest ended?

   a) Yes b) No c) Don't Know

b) If you have not, why are you not buying New Brunswick potatoes?

7. If it was your job to increase the sales of New Brunswick Potatoes, what (if anything) would you change about the potatoes available in your local store?

To help us understand what different people think about the potatoes available in New Brunswick, we need to know a few things about you.

8. Altogether, how many people live in your household? _____

9. Which language is spoken in your home most often?

a) French
b) English
c) Bilingual always
d) other _____
e) Don't Know

10. What was the last grade in school that you completed?

a) Some high school
b) High school graduation
c) Vocational or technical school
d) Some university
e) University graduation
f) Don't Know

11. Would you please circle the choice below that best describes your approximate family income?

a) Less than $15,000
b) $15,000 to $20,000
c) $20,000 to $25,000
d) $25,000 to $30,000
e) $30,000 to $35,000
f) more than $35,000

Thank you very much for your cooperation.

English version on the other side.

SONDAGE AUPRÈS DES CONSOMMATEURS DE POMMES DE TERRE DU NOUVEAU-BRUNSWICK

Veuillez répondre aux questions suivantes en inscrivant votre réponse dans l'espace prévu ou en encerclant votre réponse pour les questions à choix multiples.

1. Quel comté du Nouveau-Brunswick habitez-vous?_____

2. Quand vous achetez des pommes de terre, quelles caractéristiques estimez-vous les plus importantes pour guider votre décision?

   a) Peu de meurtrissures
   b) Grosseur et forme optimales
   c) Meilleur goût
   d) Meilleur prix
   e) Marque
   f) Autres (Préciser) _____

3.a) Ordinairement, diriez-vous que vous êtes très satisfait, assez satisfait, peu satisfait, très peu satisfait de la qualité générale des pommes de terre disponibles sur le marché?

Très satisfait (a) | Assez satisfait (b) | Ne sais pas (c)

Peu satisfait (d) | Très peu satisfait (e)

b) Si vous êtes peu ou très peu satisfait de la qualité des pommes de terre disponibles sur le marché, dites pourquoi?

4. Avant le concours "La Barbade est dans l'air - Achetez des pommes de terre", quelles pommes de terre achetiez-vous le plus souvent?

   a) Pommes de terre du Nouveau-Brunswick
   b) Pommes de terre de l'Î.-P.-É
   c) Une combinaison de a) et b)
   d) Autres régions (Où?) _____
   e) Ne sais pas

5. Combien de sacs de pommes de terre du Nouveau-Brunswick avez-vous achetés qui contenaient des formules de participation au concours?

   a) un
   b) deux
   c) trois
   d) quatre
   e) plus de quatre
   f) ne sais pas

6.a) Avez-vous continué à acheter des pommes de terre du Nouveau-Brunswick depuis la fin du concours?

   a) Oui b) Non c) Ne sais pas

b) Si vous avez répondu non, dites pourquoi vous n'achetez pas de pommes de terre du Nouveau-Brunswick?

7. Si votre travail consistait à accroître les ventes de pommes de terre du Nouveau-Brunswick, que changeriez-vous (s'il y a lieu) à propos des pommes de terre disponibles dans votre magasin local?

Pour nous aider à comprendre ce que les diverses personnes pensent à propos des pommes de terre disponibles au Nouveau-Brunswick, nous devons connaître quelques renseignements à propos de vous-même.

8. En tout, combien de personnes vivent dans votre ménage? _____

9. Quelle langue est parlée à la maison le plus souvent?

a) français
b) anglais
c) toujours bilingue
d) autres _____
e) ne sais pas

10. Quelle est la dernière année scolaire que vous avez terminée?

a) certaines années du secondaire
b) diplôme d'études secondaires
c) école professionnelle ou technique
d) quelques années d'université
e) diplôme universitaire
f) ne sais pas

11. Veuillez encercler le choix ci-dessous qui décrit le mieux votre revenu familial?

a) moins de 15 000 $
b) 15 000 à 20 000 $
c) 20 000 à 25 000 $
d) 25 000 à 30 000 $
e) 30 000 à 35 000 $
f) plus de 35 000 $

Merci de votre collaboration.